

**Blue Skyways Outreach and Communications  
Notes from August 17, 2006, Conference Call**

Becky Weber, EPA Region 6; Wes McQuiddy, EPA Region 6; Clovis Steib, EPA Region 6; Kim Olson, EPA Region 7; Karl Pepple, City of Houston; Bill Sierks, Minnesota Pollution Control Agency; Becky Keogh, CM2H; Tracy Rudisill, Oklahoma Department of Environmental Quality; and Kathryn Burke, Blue Skyways, participated in the conference call.

**Website Update:** The website was launched on August 1, 2006. Members of the outreach subcommittee said they liked the way it looks, but some had trouble getting the site to open. Kathryn informed the group that people at EPA Regions 6 and 7 had some trouble opening the site, but were able to run it after a few days.

**Strategy for 100 Partner/Community Goal and Update on New Partners:** Becky Weber and Wes have been approaching each collaborative state to work together to identify new partners and communities.

Becky said their first meetings in Arkansas went well, with the pair receiving 20 to 30 new contacts in the state. The next state meeting is with LDEQ (Louisiana) on Aug. 30<sup>th</sup>.

Josh Tapp in Region 7 has expressed interest in working with Wes to set up meetings in the region.

Wes updated the subcommittee on the list of potential new members, including Fort Hood, Texas; UPS; Clean Energy; Grace Hill Settlement House in St. Louis; and members of the Alamo Area Council of Governments.

Wes and Jim Yarbrough met with the Dallas Cowboys, who are considering using clean building techniques as they construct a new stadium.

Also, Earth Biofuels, Inc., a current Blue Skyways Partner, has signed Julia Roberts on as a new spokeswoman. Becky said they submitted collaborative quotes to the company for the actress and company representative Willie Nelson to use in any Earth Biofuels press engagements.

Kim said Region 7 is working to set up a plan to target potential members. Wes added that the collaborative increases participants through existing members like Clean Energy. The group supplies Compressed Natural Gas to other organizations and has agreed to help the BSC recruit some of their customers.

**Sustainable Skylines:** Becky introduced a new concept Sustainable Skylines within the Blue Skyways Collaborative. More information on this concept will be discussed on the next call.

**Update on Funding and Funding Opportunities:** The BSC School Bus RFP was extended through Sept. 26, 2006. A Border RFP will be released soon and RCDC money is pending. The BSC will have trouble approaching foundations to get support so Annette Sharp will be asked to make contacts.

If you know of any more funding opportunities please let us know so that we can pass the information on to our members and partners.

**Update from Houston on Community Sign:** The City of Houston has volunteered to be a pilot city to test a Blue Skyways Community road sign. More information will be available later.

**Incentives/Decals:** We have back adhesive decals ready to hand out to our partners who are participating in projects.

**Outreach Opportunities:** Wes and Kathryn both attended press events for the opening of 5 E85 fuel pumps at H-E-B gas station locations along I-35 in Texas. The event helped promote the BSC and expansion of E85 into an area that was not already being served. H-E-B has agreed to place the BSC decals on each of these new fuel pumps.

Wes, Jim, Kathryn, Amy Bhesania, Region 7, and others are planning to attend several conferences and outreach opportunities in the coming months. Plans to develop brochures have been expedited along with trade show display graphics and other outreach materials.

**Other Business:** The next Blue Skyways meeting is tentatively planned for January. Becky heard comments that participants might like break out sessions or time in smaller subcommittee meetings before meeting with the task force.

Kim in Region 7 asked to work with others on plans to promote new truck stop electrification sites in the area. Kim was referred to Becky Keogh and Kathryn.

**The next call will be scheduled upon further notice.**